

the newsworthy for pharmacy

Society to reassess CRC guidance

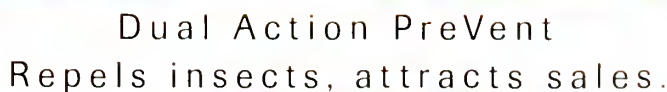
Scottish needle policy explained

Male grooming may take off in 1989: AGB

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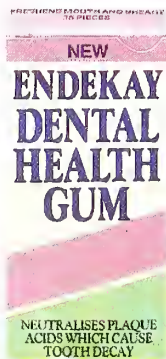
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COMMENT

Any pharmacist watching BBC1's "That's Life" programme last week will have realised how easy it can be to be caught in the Press spotlight, either as an individual, company, or profession. Sunday's programme focused on the death of a child after it had consumed iron tablets dispensed in a non-CRC container. This supply was contrary to Royal Pharmaceutical Society guidelines on dispensing solid dose medicines and underlines the risks of non-compliance.

In this case the pharmacist said he was unable to use a CRC because manufacturers had been unable to supply because of excessive demand. However, on occasion some pharmacists choose to supply non-CRC's to help out patients who, because of age or arthritis, have lost their grip. Before allowing the patient to exercise this choice the pharmacist would be well advised to get the patient to sign the form produced by the National Pharmaceutical Association, on which they can acknowledge their choice. Even then it would be sensible to remind older folk to keep their medicines well out of reach of marauding grandchildren and the like.

Out of every tragedy some good usually comes. In this case the RPSGB is to look at its guidelines on CRCs and will consider extending them to cover the dispensing of broken bulk in over-the-counter sales. Pharmacists again may find that the public will object to this move, and before bowing to such pressure, they will do well to get a signature exempting them from responsibility.

The "That's Life" team also considered the packaging of iron preparations sold over-the-counter and found that CRC-type closures were not used. As John Wells, director of the Proprietary Association of Great Britain points out, iron preparations were considered and excluded from legislation requiring the use of CRCs on OTC medicines. The Department of Health, no less, made this decision. How laudable, then, that the manufacturers "buttoned" by redoubtable Esther Rantzen, have decided to introduce CRCs unilaterally. No doubt their packs will make clear how to access the tablets or capsules!

Pharmacists selling OTC medicines to, or dispensing for mothers, would do well to counsel them on the safe storage of medicines. Better safe than sorry!

Society to reassess RC guidance

The Royal Pharmaceutical Society is to reconsider its guidance on the supplying of child resistant containers to cover counter prescribed medicines supplied from broken bulk.

The reappraisal follows the death of a two-year-old child who swallowed 30 iron tablets prescribed for his pregnant mum. The case was featured on last Sunday's "That's Life" programme on BBC1.

The pharmacist who supplied the tablets said that he had not put a child-resistant closure on the bottle, because he had run out of the tops, which were in short supply. The child had swallowed the tablets after retrieving them from the top of the cupboard while momentarily unattended, and died later in hospital from pneumonia after suffering kidney failure.

The programme investigated sales of iron tablets, and had identified several over-the-counter brands which could be dangerous in overdose and which were not

packed in CRCs. They had also found some pharmacists supplying iron preparations from broken bulk without childproof tops.

Society secretary and registrar John Ferguson told *C&D*: "Our statement on child resistant closures can be interpreted as only applying to dispensed medicines, and we will be looking at this to see whether repackaged goods for sale should also use CRCs."

C&D understands that the new guidelines from the Society, which came into force on January 1, have led to a surge in demand for the tops, causing supply problems. A local sundries supplier told *C&D* that they had been short-term out of stocks of some sizes, but they currently had good stocks.

"That's Life" identified Beecham Health Care's Iron Jelloids, Philips Yeast Vitaminised Iron and Vitabiotics Ferus B12 as being a potential hazard to young children. Presenter Esther

Rantzen told viewers that both Beecham and Philips Yeast had agreed to put CRCs on their products. Vitabiotics have informed *C&D* that they, too, will be changing their top.

The executive director of the Proprietary Association of Great Britain, John Wells, says that the requirement for CRCs on over the counter preparations is covered by legislation. "UK legislation only requires products containing aspirin or paracetamol to be supplied in child-resistant packaging and companies have followed that approach," Mr Wells told *C&D*. "As we have seen, iron preparations must be another category which was considered earlier as one requiring child resistant packs, but the Department of Health rejected the view at that stage. Now we see that companies that have high potency iron preparations have already decided to change or are considering changing their packaging."

DoE dioxins report — WEN unhappy

The Women's Environmental Network (WEN) — an independently funded pressure group — claims the Government is ignoring the urgent need to reduce human exposure to dioxins in the environment.

A report published last week by the Department of the Environment looks at sources of dioxin pollution and possible effects on human health and suggests ways of reducing levels in the environment. But there were no commitments from the Government as to how reductions would be achieved, says WEN.

Dioxins are found in trace amounts everywhere in the natural environment. They can be produced by burning organic material such as petrol, cigarettes, coal and those placed in incinerators.

Chlorine bleaching of wood pulp used in paper products is also known to produce dioxins (see *Business News*).

The Government says it welcomes the DoE report's recommendations and that it has already taken steps to implement them. Use of lead-free petrol is being encouraged and studies are underway looking at dioxin levels in food, soil, incinerator emissions and at the chemicals' effects on people's health.

Human data on the effects of dioxins is limited mainly to people who have been exposed to high levels either through occupational exposure or accidents. The most common adverse effect in these cases was a characteristic skin condition called chloracne; some abnormalities of the peripheral nervous system have also been seen. But no deaths have been attributed to dioxins and there is no good evidence for a link with cancer.

Human breast milk has been found to contain relatively large amounts of dioxin and breast-fed babies could receive up to 100 times the recommended level.

But COT does not feel any need to restrict breastfeeding because babies are exposed to these higher levels for only a small proportion of their lives. They also say safety factors have been included in a guideline level of 1 picogram/kg body weight per day. "Dioxins in the Environment: report of an interdepartmental working group on polychlorinated dibenzo-para-dioxins (PCDDs) and polychlorinated dibenzofurans (PCDFs)". ISBN 0 11 752229 5. £8.50 from HMSO.

Inquiry date for discounts

Mr David Mellor, the Health Minister, announced in the Commons on Monday that the next discount inquiry would be based on the purchase of drugs made during March 1989.

He said the results of the inquiry would be implemented

from April 1990, or from such earlier date as might be agreed with the Department of Health and the Pharmaceutical Services Negotiating Committee.

Mr Mellor told Mr Jonathan Sayeed (Cons), that the last inquiry was undertaken in respect

of April 1986 purchases. The price differences taken into account included discounts for volume and early settlement, special lines, the ordering of supplies by computer, free offers, and lower prices for parallel imports and other products.



"I always get telly tennis elbow during Wimbledon"

Paul

72pc happy with NHS provision

The importance of public perception of the Government's proposals for the NHS was underlined by a new survey last week, which revealed that 72 per cent of people have a good overall opinion of the service. Among those who have recently been in hospital the figure rises to 85 per cent.

The survey, conducted by RSGB Ltd for the National Association of Health Authorities, the Society of Family Practitioner Committees and the *Health Services Journal*, also revealed a great deal of satisfaction with GPs. Nine out of 10 people questioned who had consulted their GP over the previous two years, 78 per cent of the 2,000 sample — were satisfied with the service they received. The rate was higher among the elderly, at 94 per cent of those aged 65 and over.

The poll also covered NHS finance. Most people (66 per cent) were in favour of general taxation as the source of NHS revenue, with 11 per cent saying money should come from more private health insurance. Only 5 per cent suggested charges.

Clarke and GPs at an impasse?

All GPs are now to be balloted on whether to accept the new contract negotiated by the General Medical Services Committee and Health Secretary Kenneth Clarke.

At a meeting of local medical committee representatives last week, doctors voted by 166 votes to 150 to turn down the package, against negotiators' advice.

The package will lead to increased competition with a greater reliance on income from capitation fees, with payments for immunisation and screening only paid by achieving set targets.

Mr Clarke has said that he will impose the new contract if he has to, and some GPs are now concerned it will be a tougher one than that thrashed out in over 100 hours of negotiations.

The ballot result is due on July 20, probably after regulations introducing the new contract have been laid, *C&D* understands.

Will Boots get smart?

Boots, the largest user of EPOS-type technology in Europe, are in the final stages of assessing a new system to cover a substantial number of shops, in what chairman Robert Gunn calls the "quiet revolution" (*C&D* Business News June 17).

A spokesman says that the new system might be capable of making patient medication records available through any branch, though no final decision has been made. The possible use of such a system to provide prescribing and cost information direct to the Pricing Bureau, is said to be "some way away".

The government-backed independent pharmacy trial with a "smart" card carrying all of a patient's records (*C&D* February 18, p238), continues to be evaluated in Exeter for use by GPs, hospitals and pharmacies.

The use of such technology raises patient confidentiality questions in relation to both the law and the Society's Code of Ethics. But the Society's Law Department says that provided the patient consents, and if that information is only available to the pharmacist or other health professional involved, then such problems can be overcome.

Dr J. P. Hickey

The Secretary of State at the Home Office has prohibited Dr John Patrick Hickey, of the Holistic Medical Centre, 12 Mount Rise, Newquay, Cornwall, from prescribing, administering and supplying, or from authorising the administration and supply of any Controlled Drug within the meaning of the Misuse of Drugs Act 1971. Exceptions are diamorphine hydrochloride preparations for injection, and preparations in Schedules 4 and 5 to the Misuse of Drugs Regulations 1985, except dihydrocodeine preparations.

The direction came into force on May 23.

Surrender 'sovereignty' in Europe call

If a decentralised licensing system for products with well-established ingredients is set up in the EEC, then all governments will have to be prepared to surrender "elements of sovereignty", according to Dr Ken Henderson, retiring president of the Proprietary Association of Great Britain.

"Our own government has sounded repeated objections recently about infringed sovereignty on matters as humble as warnings on cigarette packets. It remains to be seen how far governments, including our own, are prepared to go when it comes to medicines," Dr Henderson told guests at the annual PAGB dinner last week.

He said that given the wide disparity of national attitudes towards such commonly available OTC ingredients as paracetamol and ibuprofen, surrender of sovereignty was not going to be easy. However that would not be necessary for products not

destined for international markets, where national procedures were expected to continue with no part of the EEC system being involved. And for brand new high technology, or biotechnology products, applications would be channelled through a central committee.

Dr Henderson noted that this likely EEC licensing system closely resembled that set out in the European Proprietary Association's "Passport to Europe" launched last year.

The 1990s would offer an improved climate for self-medication if the Government succeeded in its intentions of switching patients from institutionalised healthcare towards individual responsibility for minor ailments. "GPs will be more inclined to make recommendations for the direct purchase of these medicines rather than offering a prescribed product."

Dr Henderson said there

would be greater need for responsible advice on health matters and on self-selection of OTC medicines.

At the PAGB's annual meeting on June 22, Colin Wood, purchasing director, Proctor & Gamble (Health and Beauty Care) was elected president of the Association, succeeding Dr Henderson.

Mr Gavin Bell, managing director of Whitehall Laboratories, was elected to Mr Wood's old vice-president post and John Ball, director of sales and marketing at Warner Lambert was re-elected vice-president, Ray Bellm, Ethipharml, was re-elected treasurer.

A chief theme of the PAGB's annual report, published this week, is that if GPs are to provide more services they are likely to need time and resources; both may be made available by minor ailments being dealt with by the individual at home, with pharmacists help.

EEC rules 'a threat to drug industry'

The right-wing Adam Smith Institute has warned that Delors-style Europe-wide regulation could spell the end of the European pharmaceutical industry.

A new report argues that American and Japanese pharmaceutical companies are prospering because of more appropriate regulation in their own countries. For European companies, the trade initiative of

1992 will bring dangerous competition. "On present indications, there may not be many Europeans among the survivors in the long run," the Institute warns.

It recalls that the most innovative companies are based in Britain and Switzerland, where no price controls are imposed, while France, Belgium, Italy and Spain have deprived their industries of the resources necessary to sus-

tain an innovative and multi-nationally competitive stance.

The Institute puts forward three policy changes to foster development. It suggests the abandonment of product-by-product price control in favour of a more flexible system, the introduction of pricing freedom throughout Europe, and the extension of patents to compensate for lengthy regulatory scrutiny.

Needle exchange scheme policy explained

The Scottish Executive of the Royal Pharmaceutical Society has reacted to suggestions that pharmacists in Scotland do not wish to be involved in measures to prevent the spread of AIDS by issuing a full statement clarifying its "low profile" policy.

In a scheme promoted by the SHHD needles and syringes were to be made available to addicts, but at a price to the addicts. Pharmacists in Lothian and Greater Glasgow Health Board areas had opposed the scheme, saying needles and syringes

should be supplied free of charge.

Representatives of the Executive met SHHD officials in March to ask for health boards to be able to authorise the supply of free equipment. According to Scottish Department secretary Dr Gordon Jefferson, the emphasis on the Executive's part was on flexibility. It did not want the SHHD to scrap its scheme.

"In order that its view would hopefully be accepted by SHHD, the Executive has subsequently adopted a low profile. This has led to a belief among fellow

professionals and some members of the public that pharmacists are not interested in the prevention of HIV infection," says Dr Jefferson.

"The Executive has never sought to diminish the problems involved in needle supply and exchange, and has been involved in discussions on safe disposal of used equipment."

Dr Jefferson says that some pharmacists are reluctant to get involved, but the Executive does not want the willingness of those pharmacists who do want to be involved to be ignored.

£100 offer falls foul of ABPI Code

A Bayer representative who offered two GPs a cheque for £100 in return for a bogus receipt for catering failed to maintain a high standard of ethical conduct, the Association of the British Pharmaceutical Industry's Code of Practice Committee has decided.

The offer was made in response to a request for sponsorship for a medical society newsletter. Bayer denied the allegations, but the GPs repeated their allegations on further questioning. The Committee ruled the representative in breach, noting that the matter was a particularly serious one, but because of the type of case, there was little documentary evidence.

■ The appearance of Pinocchio in a journal advertisement for Salazopyrin En-tabs was ruled in poor taste by the Committee.

The advertisement depicted an individual dressed like the cartoon figure carrying a briefcase with the headline: "If anyone tells you there is an alternative treatment for ulcerative colitis, should you believe them?"

The Committee considered that, while it was not necessarily in bad taste to use cartoon characters in promotional material, the Pinocchio in the advertisement was clearly meant to be a medical representative with the inference that the representative told lies.

■ A May & Baker representative who offered headed notepaper to a GP in return for writing four or more prescriptions a week for Stemetil Eff also failed to maintain a high standard of ethical conduct, the Committee ruled. May & Baker had denied the allegations.

■ The offer by a Leo Laboratories representative of £50 for books and equipment to a

hospital consultant in return for a chance to show an audiovisual presentation on Fucithalmic was ruled in breach of the Code. While Leo stated that many consultants preferred such a system, as opposed to company sponsorship of a meeting, the Committee noted that it had previously decided that such donations were not acceptable.

■ An article in *Woman's Weekly* which reported recent research on Marvelon showing a beneficial effect on acne was ruled in breach of the Code.

Organon said they had sent copies of two studies following a request from the magazine's

health correspondent, but denied knowing they would be used as the basis for an article on Marvelon.

The Committee ruled that Organon were in breach of the Code, which states that information about medical products should not, in general, be made available to the public either directly or through any lay medium.

■ The Committee also ruled breaches of the Code following complaints about a detail aid for Astra's Pulmicort, a promotional letter for Boehringer's Actilyse, and an information brochure for Lederle's Traxam gel.

Changes to General Sale List

The following substances have been added to Schedule 1 table A (for internal or external use) of the General Sale List:

Agropyron (triticum); asafetida; avena (oats); benzoin tincture compound BP, internal use; vapour inhalations and external use; berberis for use as bitter, stomachic maximum dose equivalent to 500mcg berberine; biotin; dandelion root; edible bone flour (bonemeal); folic acid, maximum daily dose 200mcg; garlic; ground ivy; hops (lupulus); horehound, white; magnesium oxide, heavy; menyanthes (bogbean, buckbean); methylcellulose; pectin; prickly ash bark (*Zanthoxylum clavaherculis*); soya oil; starch; tolu balsam, and turpentine oil, internal use; vapour inhalations except preparations to be applied topically, maximum strength 5 per cent for internal use in vapour inhalations from products to be applied topically, and external use.

And the following have been included in table B (for external use only) of Schedule 1 of the General Sale List:

Bismuth subgallate; calcium alginate; ichthammol; iodoform maximum strength 10% in paints and 50% in pastes; kaolin heavy; Padimate O; proflavine hemisulphate; soft soap, and wool alcohols.

The maximum strength of benzalkonium chloride in pastilles, lozenge and throat tablets (table A, Schedule 1) has been changed from 600mg to 600mcg. Turpentine oil has been moved from table B to table A of Schedule 1 of the list.

Danthron is deleted from Schedule 2 (products subject to a licence of right) of the General Sale List.

The changes came into effect on June 9 and were made by *The Medicines (Products other than Veterinary Drugs) (General Sale List) Amendment Order 1989*. SI 1989 no 969. £0.90 from HMSO.

Avon ban animal tests

Avon, one of the world's biggest makers of cosmetics, banned product testing on animals last week.

The company closed its animal testing laboratories last Summer and has not used others since March. At that time the move was not said to be permanent but chairman Jems Preston has now said the ban will continue.

The company has completed a programme of introducing other methods of testing, including greater use of computers.

BRIEFS

Ostomists planning a holiday can now get help from a new free travel guide produced by Coloplast. It covers vaccination, getting help from GPs, emergency medical treatment, where to stay, what to take, toilet locations at Heathrow and Gatwick, staying fit and well on holiday and an extensive list of contacts for further information. "Your guide to trouble-free travel" is available free of charge by writing to: Travel Guide, Coloplast Ltd, Freeport, Peterborough Business Park, Peterborough, PE2 0BR.

Hazelnut yoghurt has been given the all-clear by the Department of Health. The outbreak of botulism in the North West was traced to a consignment of hazelnut puree manufactured by Youngs Foods of Folkestone and used only in yoghurt produced by Acorn Foods of Preston. Contaminated yoghurts have been destroyed and all hazelnut purees made by Youngs recalled for destruction. One patient died in the outbreak.

Chronic bronchitis and emphysema are the subject of the first in a new series of free factsheets from the British Lung Foundation. The factsheet outlines causes, lung changes that occur, and suggests available treatments and ways patients can ease their discomfort, such as taking gentle exercise and giving up smoking. "The facts about your lungs — chronic bronchitis and emphysema" is available free from the BLF at Kingsmead House, 250 King's Road, London SW3 5UE. Tel: 01-376 5735.

Tampon manufacturers are not expected to change the warnings on packs following the death of a 14-year Lancashire girl from toxic shock syndrome after leaving in a tampon for 48 hours. The girl was poisoned by toxins produced by *Staph aureus*. Doctors have warned women to adhere strictly to instructions on packs which say tampons should be replaced after four to six hours.

Drug problem now hitting pharmacists

It is one of life's great paradoxes that Northern Ireland, with all its trouble, has escaped the drug problem so evident at present in other parts of the British Isles.

Cities like Dublin, Edinburgh and London have increasing numbers of heroin and "crack" addicts, for whom community pharmacists dispense regular supplies of Controlled Drugs, undertake needle exchange schemes, etc. In contrast, community pharmacists who dispense Controlled Drugs for addicts in the Province could be counted on one hand, a state-of-affairs we hope to maintain.

The explanation is the "troubles". The paramilitary organisations, on both sides, regard themselves as "protectors of the people" and therefore drug peddlers are regarded as "anti-social" and consequently are dealt with severely, often brutally, outside the law. Those interested in making money from this nefarious activity have wisely kept their operations out of the six counties.

'Pharmacists held-up at gun point'

Unfortunately, we have recently been experiencing a sinister change. Pharmacists have been held-up at gun point for CDs, and in at least one incident the pharmacist was severely beaten when he tried to resist.

The horrific drug problem in Dublin presents the perfect market for stolen Controlled Drugs such as MST, Palfium and cocaine. Community pharmacists in Northern Ireland are an easy target; there is little real policing in many areas where the police and the army are more concerned with terrorism. In a meeting with the Pharmaceutical Society, the police outlined measures that should be taken to reduce the problem. Pharmacists are advised to contact the Crime Prevention Office at their local police station.

One strategy is to keep a minimal quantity of CDs. Ideally, we could keep none, but as pharmacists we need to be able to respond to emergencies. Whatever the future, this present spate of hold-ups suggests that NI pharmacists can no longer be complacent.

From a practising Northern Ireland community pharmacist.

TOPICAL REFLECTIONS

by Xrayser

House visit

I've just come home after work having called in to see a customer on the way. She had asked if I could spare a minute to talk about her husband's condition and to see him. The old chap, a big robust man of 82, has Parkinsons, with a marked tremor now preventing him from dressing himself, or eating properly. He told me he felt useless and humiliated. As I left the house, she came along with me to the gate and asked me: "What do you think of him?"

It's a rotten question because the answer can give or destroy hope. But then she went on with the real reason for her call for help. At times he has been getting hallucinations. He keeps asking, who is the fellow sitting in the chair? Or, when he struggles to make a cup of tea, he puts out three cups, one for the other man. It's not constant, but frequent enough to worry her. And when she goes out, or the doctor calls, he never allows her out of sight, so that she hasn't been able to discuss it with anyone.

I offered to contact the practice and report for her, suggesting at the same time, that it was probably a matter of adjusting doses of the treatment prescribed at the hospital when he was in three months ago. I shall certainly look up the last prescription before I phone to see if there is any obvious explanation...

New cells

A sheer coincidence, but as I sat down to tea there was a programme on the radio, telling of the operation which implants foetal brain cells into the brain of Parkinson sufferers, with interviews before and after. The improvement in one patient was marked. A younger man than mine for whom such aid is inconceivable.

Staff training

How exasperating to find that dispensing doctors have the nerve to ask FPCs to pay for a training course for their dispensing assistants. I imagine they are trying to get in early before the Government's new payment schemes are set in place, when the practices will get a gross sum annually from which they will have to recover all the practice costs themselves. At least that is my understanding.

It is hardly surprising the GPs are not overjoyed at this prospect. Although one or two of my more thoughtful medical colleagues consider it might well enable them to run their businesses with greater freedom, and possibly better profitability. But wouldn't it be a help to us if we had some extra funding towards the training of our technical staff...

Summer sale

Lovely, lovely weather. I am moving my stock like never before. My store-rooms are empty of all the sun preps so lovingly maintained for years? Well, not quite so old, but last year was a disaster which now seems a bad memory. All the girls look beautiful and the men manly in their sun tans, which my staff suggest are all over...!

We have had a substantial increase in summer allergies too, with Piriton being displaced as top antihistamine by Allereze and Triludan. Oddly enough our sales of anti-diarrhoea products are down, so maybe hygiene is improving at last. Film sales are up, with D & P up by 20 per cent despite the efforts of the new mini-lab which opened locally and is now cutting prices. My processors have maintained prices, too, so that I can undercut him on reprints, for instance.

SCRIPT SPECIALS

Another ACE inhibitor — Parke-Davis' Accupro

Accupro, a new angiotensin converting enzyme (ACE) inhibitor will be available from Parke-Davis on July 10.

Manufacturer Parke-Davis Research Laboratories, Lambert Court, Chestnut Avenue, Eastleigh, Hampshire, SO5 3ZQ

Description Brown, film coated tablets, imprinted with dosage strength, containing 5mg (elliptical-shaped), 10mg (triangular) and 20mg (round) of quinapril which is rapidly de-esterified to quinaprilat (quinapril diacid) the active ingredient

Uses Essential hypertension where standard therapy is ineffective or inappropriate because of adverse effects, effective as monotherapy or with diuretics. Congestive heart failure when given with a diuretic and/or cardiac glycoside

Dosage Adults Initially 5mg once daily for hypertension, titrated to a maintenance dose of 20 to 40mg/day as one or two doses. Most patients are maintained by a single daily dose and up to 80mg/day has been used. Patients being treated

with a diuretic should be given an initial dose of 2.5mg to see if excess hypotension will occur. In congestive heart failure, a 2.5mg initial dose should be given so that patients may be closely monitored for hypotension. Patients can then be titrated to an effective dose (up to 40mg/day) given in two doses with concomitant diuretic and/or cardiac glycoside therapy. Patients are usually maintained on 10-20mg/day given in two doses with concomitant therapy. In the elderly and those with a creatinine clearance less than 40ml/min, an initial dose in hypertension of 2.5mg once daily is recommended. Children Not recommended

Side effects, contraindications, warnings etc. As for other ACE-inhibitors, see Data Sheet

Supply restrictions POM

Packs Blister packs of 28 tablets 5mg (£8.40), 10mg (£11.48) and 20mg (£13.10, all prices trade)

Product Licence 0018/0148-0150

Issued July 1989

Hioxyl goes into sachets

Quinoderm have introduced a 10g sachet of Hioxyl cream (10 £5.49 trade) for use in clinics as well as at home, and to avoid cross-contamination, says the company.

Hioxyl cream, which contains hydrogen peroxide, is classified P, and is used for leg ulcers, pressure sores and other wounds. *Quinoderm Ltd. Tel: 061-624 9307.*

BRIEFS

Convatec's new Granuflex dressings mentioned last week, (*Script specials*, p1096), are not prescribable on FP10. *Convatec Ltd. Tel: 051-677 2707.*

Augmentin junior and paediatric suspensions have been reformulated and are now sugar free with orange and raspberry flavours, prices are unchanged. *Beecham Research plc. Tel: 01-560 5151.*

Shire have taken over the distribution of Hormonin from Carnrick. *Shire Pharmaceuticals Ltd. Tel: 0264 333455.*

Cilag are introducing Tolectin 400mg capsules (90 £22.44 trade)

which replaces Tolectin DS. *Cilag Ltd. Tel: 024024 3541.*

Paraplatin is now available in vials of 50mg (£22.85) and 450mg (£205.71, both prices trade). *Bristol-Myers Co Ltd. Tel: 0895 639911.*

Ronicol Timespan tablets will no longer be overprinted with "Roche" in black. *Roche Products Ltd. Tel: 0707 328128.*

3M Riker are re-introducing Difflam cream 50g (£4.18) on July 3. *Nuelin SA 175 and Nuelin SA 250 500 tablet packs (£25.31 and £35.50 respectively, all prices trade) are also available again for hospitals only. 3M Riker. Tel: 0509 611611.*

Diprivan injection now comes in a 50ml vial (£9.95 trade) containing propofol 10mg per ml. *ICI plc (pharmaceutical division). Tel: 0625 582828.*

Rhône-Poulenc are introducing a new type of blister film for all blister packed products, this will be done progressively during the year. *Primalan* tablets will be the first to have the new white, opaque, instead of clear orange film, from batch DC1735. *May & Baker Pharmaceuticals Rhône-Poulenc Ltd. Tel: 01-592 3060.*

Britcair's two

Britcair are launching two new wound management products, Dermoclode and Kaltoclode. Neither product is available on NHS prescription.

Dermoclode is a semipermeable adhesive film dressing manufactured from a new lightweight copolymer film. It may be used for the treatment and prevention of acute and chronic wounds — cuts, grazes, minor burns and scalds, pressure sores and superficial leg ulcers.

It is available in two sizes, 10cm by 10cm (£19.75) and 15cm by 20cm (£56.25), both in cartons of 25.

Kaltoclode is a calcium sodium alginate fibre bonded to Dermoclode, and can be used for the treatment of chronic excuding wounds. Sizes are 10cm by 10cm (£32) and 15cm by 20cm (£87.50, all prices trade). *Britcair Ltd. Tel: 0252 333314.*

CHEMEX CORNER

C&D — for all your business needs

CHEMEX '89



C&D will be offering extra services to help business run smoothly at Chemex, September 24-25.

For a small fee, exhibitors will be able to take advantage of the photocopier and fax machine service on the C&D stand together with a limited typing facility. These services are often badly needed but difficult to find at exhibition centres.

And C&D will also be able to transform visiting cards into clip-on name tags for company representatives and others who do not have the official Chemex badges.

C&D editorial staff will be producing a daily newspaper on both the Sunday and Monday, so bring your hot news to us and see it in print a few hours later!

Other members of the team will be on hand to discuss all aspects of our publishing activities and there will be a continuous supply of free coffee.

Issues of *C&D* and *Over the Counter* will be available, together with reprints of the C&D training seminar papers. The latest edition of the red Reference Book (1989-90) will be on sale.

Meanwhile, exhibitors are invited to submit information to the C&D office on any new products they will be launching at Chemex, plus details of special offers, promotions and competitions. Chemex Corner will appear again in the August 5 issue and our full Chemex Preview will be published on September 2, for which the copy deadline is August 17.

COUNTERPOINTS

Peractum's punch

Thornton & Ross are launching two products under the Peractum name, an antiseptic paint containing iodine and an oily embrocation.

Peractum antiseptic paint (15ml, £0.95), is an alcoholic solution of povidone iodine 10 per cent, for cuts, grazes and cold sores. The paint is classified P.

Oily embrocation (125ml, £1.20), is a GSL product for muscular pain and stiffness including back ache, sciatica, lumbago, fibrositis and rheumatic pain.

Active ingredients are methyl salicylate 25 per cent, capsicum oleoresin 0.35 per cent and turpentine oil 20 per cent. It should be applied generously to the affected area, but not to broken skin. *Thornton & Ross Ltd. Tel: 0484 842217.*

Go gold!

Lifepan Product have added Galanol Gold, to their range of gamma linoleic acid supplements.

The capsules contain a blend of premier quality oil of evening primrose enriched with the oil from specially cultivated borage seeds. The product has an additional content of GLA, with a minimum potency of 16 per cent and is a rich source of important polyunsaturates.

Galanol Gold capsules (30 £3.25, 90 £8.35) are free from yeast, lactose, gluten, starch, synthetic colour, flavours, preservatives, salt or sugar. *Lifepan Products. Tel: 04555 56281.*

Pil-Food plus

Retail pharmacy distribution of Pil-Food, a Swiss vitamin supplement, is being extended after successful tests in the UK, say Lake Pharmaceuticals.

They say a new campaign is to start in September in the Press. *Lake Pharmaceuticals Ltd. Tel: 01-991 0272.*

Colgate launch: second phase

Colgate Palmolive are relaunching their soap and foam bath range in the second stage of their revitalisation programme.

Pictured here are new look soaps (*C&D*, June 3, p254) and foam bath which has also been relaunched as classic green and natural white. Colgate Palmolive say that both variants have new, lighter fragrances and softer pearlescent colours, and that the product formulation has been improved with a 50 per cent increase in active ingredients.

The packaging has been redesigned, incorporating the new graphics and the bottle, and cap colours have been changed to soft green and clean white (£1.49, 500ml).

Both soap and foam bath will benefit from a £4m national advertising campaign due to break in July. There will also be a two-pronged sampling campaign, with 3m soaps with 5p off vouchers being dropped nationwide,



together with 3m vouchers offering 15p off Palmolive foam bath.

Finally, the soap and the foam bath will feature in a major nationwide consumer promotional programme called the Palmolive Collection, which will run from August to October this year. *Colgate-Palmolive Ltd. Tel: 01-508 2030.*

Update on BWC

Beauty Without Cruelty will be replacing their glass packaging with biodegradable bottles and jars for all skin and hair care products by the end of the year.

The company is also launching the BWC Animal Welfare Awards in 1989, which will look for the celebrity, journalist or individual who has done the most to help either wild or domestic animals over the last year.

Prizes will be awarded to a national magazine and newspaper journalist who has worked for animals, a local Press magazine/newspaper journalist, a radio producer/journalist, a TV producer/journalist, a non-commercial group or individual over 16 years and a group or individual under 16. *Beauty Without Cruelty. Tel: 0732 365291.*

Atien, all for men

The Atien range of cosmetics for men is being launched for sale through retail outlets which major on cosmetics. Staff training and in-store demonstrations are to be provided, the company says.

The range includes shaving products, cleansing bars, facial scrubs, moisturisers, cologne,

and various hair preparations. The price is from £7.50 to £17.50 with the cologne up to £29.50.

The company claims that the products are hypoallergenic and fragrance free and has 60 per cent of the Canadian male market. *Atien (UK) Ltd. Tel: 0892 543056.*

Epilady grow

Oris Beauty Products (Epilady) have been appointed sole agent for a new range of small electrical appliances manufactured by the West German company Petra Electric.

The beauty care range includes hair dryers (£14.99-£16.99), curling and styling brushes (£12.90-£15.90), a facial sauna (£18.45), a massager (£18.15) and an electrical manicure/pedicure (£39.10) treatment set. The complete range includes such items as coffee makers, kettles, jugs, toasters, baby food warmers, and food processors.

Five hair dryers are offered with two- or three-heats, directable nozzles, a cool setting and other features depending upon the model. The curling and styling brushes are represented by a range of three, with automatic uncurling, retractable bristles. The facial sauna has two step heat, and the manicure/pedicure has six attachments and two speeds.

The range will not be available until August, say *Oris Beauty Products Ltd. Tel: 01-885 2999.*

Elida Gibbs call...

Elida Gibbs are to increase their coverage of independent pharmacies through the services of Countercall from July 3. Countercall will only handle a selection of the Elida Gibbs range which is to include Lynx after shave, Sunsilk sculpting mist and styling gel, Timotei skin care, Pond's creams and the Vaseline range.

"The Countercall service will operate on an order transfer basis through nominated chemist wholesalers and provide merchandising assistance with some 8,500 chemists which we do not call upon," say Elida Gibbs.

Sales director, Gordon George emphasised that direct calls by Elida Gibbs would continue on the 15 per cent of pharmacies currently serviced. *Elida Gibbs. Tel: 01-486 1200.*

Haldane soya

Haldane Foods have entered the fast growing soya milk market with two varieties — soya milk and organic soya milk. Manufactured in Germany, the milks contain no added salt, flavouring or artificial colouring. The addition of a small amount of natural vanilla extract, is said to eliminate the taste of soya.

Sold under the So Good label, the milks are easily digested, say Haldane with a fat and sugar content far lower than that of cow's milk. They contain no animal produce and, being lactose-free, are suitable for people who are allergic to dairy products.

The soya milk is made with only organic ingredients with no added salt or sugar.

Both milks are suitable for use in tea or coffee or in making puddings, custard, sauces, mashed potato and yoghurt. They are supplied in one litre tetra packs, with a recommended retail price of 69p and a trade price of £6.21 for a case of twelve packs. *Haldane Foods Group. 050 981 6611.*

New Lease for CH3

Celaton is launching CH3 New Lease, a vegetarian product, based on the B-complex vitamins with aminobenzoic acid, plus Korean ginseng.

The average adult supplement of two tablets daily (one for children over the age of five) provides vitamins A, B1, B2, B6, B12, C, D, and E, plus niacin, pantothenic acid, biotin, PAB acid and Korean ginseng. All colourings are natural.

CH3 New Lease is available in Celaton's refillable slimline packs of 60 (£5.20) and 120 (£8.98) tablets and in drums of 240 (£17), 500 (£30.36) and 1,000 (£56.43) tablets. *Celaton Ltd. 01-421 2270.*

On the Wild side

A special 100g travel size of Wild Touch Hair Gel, distributed by Original Additions (Beauty Products) Ltd, has just been launched, at 49p. It is an ideal trial size as well, and continues throughout the Summer period.

The gel is packed in a display box containing: 12 travel size strong hair gel; eight travel size wet look hair gel; and four travel size normal hair gel, with the cost price of the 24 mixed at £7.20. *Original Additions. Tel: 01-573 9907.*

Heartbeat...

Quillgold Marketing have introduced a "heartbeat" unit for babies up to 2½ years old.

The unit is said to calm the child when a button is touched, creating the "sound and sensation of the mother's heartbeat at rest". After 10 minutes, the Heartbeat switches itself off.

The mattress measures 112 by 62 by 24mm and is designed to be tucked under or beside the mattress. It costs £19.95.

At present, the mattress is available only in John Lewis and Beatties and other selected stores, but there are plans to market it to chemists before the end of the year. *Quillgold Marketing. Tel: 0905 795963.*

Melons!

Nicholas are introducing melon flavoured Electrolade.

The formulation is identical to the banana flavoured variant and both are now classified P instead of GSL to bring them in line with other oral rehydration products, in cartons of four (£1.35) and 20 (£6.64) sachets. *Nicholas Laboratories Tel: 0753 23971.*

Magique moments

Deep plums, mellow golds mingled with greys and black are the dominant fashion shades reflected in Orlane's Moment Magique Autumn collection.

For the day there is a coordinated colour collection of champagne rose and passion eyeshadow duo (£9.50), and vibration powder blush (£10.50), and for the lips, tendresse, a tawny cinnamon lip colour (£7), which comes with matching nail lacquer (£6).

Evening make up consists of flamme d'or and flamme bleue duo eyeshadows; seduction, a warm amber powder blusher with gold highlights, and etincelle, a raspberry with hints of gold, to the lips and nails. The range goes on sale on August 14. *Orlane Ltd. Tel: 0252 724090.*

Powerful and fruity answer

Last week's Natural Food Trader Exhibition in Harrogate was the venue chosen by Power Health to launch their new range of fruity vitamins and minerals.

Multivitamins (A, B, C, D and E) taste of tangerine (30, £2.69), vitamins A, C, D of orange (30 £2.85), vitamin B complex of grapefruit (30, £2.59), vitamin C of blackcurrant (30, £2.59), multiminerals of apple (30, £2.85) and vitamin E of lemon and lime (30, £3.25).

All of the tablets are chewable, contain no artificial colours, and are acceptable to vegans.

The complete range fits into a bright counter stand, and shelf talkers are also available. Profit on return is 35 per cent, say *Power Health Products Ltd. Tel: 0759 302734.*

ON TV NEXT WEEK

GTV Grampian
B Border
C Central
CTV Channel Islands
LWT London Weekend
C4 Channel 4

U Ulster
G Granada
A Anglia
TSW South West
TTV Thames Television
TV-am Breakfast
Television

SK Sky
STV Scotland (central)
Y Yorkshire
HTV Wales & West
TVS South
TT Tyne Tees

Allereze Plus:	All areas
Arret:	STV
Brylcream:	STV, G, Y, TT
DDD's Colour Run:	TVam
DDD's Stain Devils:	TVam
Goldseal Batteries:	GTV, U, STV, BTV, TSW & TVS
Nice 'N Easy:	C, LWT
Optrex:	All areas except LWT & TV-am
Plax:	All areas except CTV & TVam
Pollon-eze:	LWT
Pure & Simple	All areas
Showerfresh:	All areas
TCP	All areas except GTV, B, CTV, C4, U, TV-am, SK, STV

'BACK THE DEALER' SUMMER ADS!

Nelsons 1989 campaign continues right through the Summer. Our targetted schedule of titles include:

Good Housekeeping Ideal Home Practical Parenting
Woman & Home The Lady Mother & Baby
Family Circle Living Parents
Here's Health
Practical Health... etc.

Be sure your stocks are ready - contact your wholesaler now!

or call us on our Trade Order number 0800 289515.

TEETHING TROUBLES

Relief and comfort for baby's teething troubles. The only safe, natural remedy for teething troubles. Nelson's Teething Tablets are made from natural ingredients and are safe for babies. They are available in a range of sizes to suit different ages. Each box contains 500 tablets. Price £1.99.

SORE SKIN

Relief from sore skin. Nelson's Soothing Cream is a soothing, gentle cream that soothes and softens the skin. It is available in a range of sizes to suit different ages. Each box contains 500 tablets. Price £1.99.

HAYFEVER SNEEZES

Relief from hay fever. Nelson's Hay Fever Sniffles are a natural remedy for hay fever. They are available in a range of sizes to suit different ages. Each box contains 500 tablets. Price £1.99.

5 Endeavour Way,
Wimbledon, London
SW19 9UH

nelsons
HOMOEOPATHY
"HELPING YOUR BODY HELP ITSELF"

New intensive advertising and promotional campaign for Apple Blossom September to December 1989

* The advertising campaign to re-launch Apple Blossom will run between September and December using colour pages in major womens publications, including —

Woman & Home • Woman's Weekly • My Weekly • People's Friend • Woman's Realm

* The advertisements are targeted to reach around 7 million women and provide an opportunity to see the advertising over 14 million times.

* The campaign will be expanded during 1990 with the possibility of using media such as Sunday magazines; Woman's Own and TV Times.



Peace and quiet at your customers' fingertips

There's no greater offer
than that given by E-A-R
Foam Earplugs – the
promise of a quiet life.



So get your counter ready
for a boom in trade.

Because we've primed
the public with a massive
marketing campaign.

They've seen the adverts,
heard the benefits and
they want to get their hands
on E-A-R Foam Earplugs. It's your
chance for a real taste of success.



Order now through your usual wholesaler,
De Witt representative or phone the De Witt
Hotline on 01-441 9310.

COUNTERPOINTS

Eludril repacked



Pierre Fabre have repackaged
their Eludril oral hygiene range of
mouthwash and spray into
complementary blue, white and
yellow packs.

In addition, the formulation of
the mouthwash is now
chlorhexidine digluconate 0.1 per
cent and chlorbutol hemihydrate
0.5 per cent and the product has
been reclassified GSL. Pack sizes
and prices of both spray and

mouthwash are unchanged.

The company says that Eludril
is now prescribed and
recommended by doctors,
dentists and pharmacists in 19
countries worldwide for the
treatment of infections of the
mouth and throat.

Both formulations remain
available on script for a variety of
dental conditions. *Pierre Fabre
Ltd. Tel: 0494 451938.*



Supradyn for children

Roche are launching a children's
version of their Supradyn
multivitamins.

The strawberry-flavoured
tablets contain 10 vitamins
including vitamin A 750 mcg,
vitamin B1 1.2mcg, B2 1mg, B6
1.6mg, B12 2mcg, vitamin C
30mg, vitamin D 2.5mcg and
vitamin E 7mg, no artificial
flavours or colours, say Roche.

Supradyn for children comes in
two sizes: 30s (£1.05) and 60s

(£1.95). Merchandising includes
counter displays, shelf strips and
window displays. *Roche Products
Ltd. Tel: 0707 328128*

Stoppers tobacco substitute lozenges
are now being handled by A.H.
Robins, who will also now sell and
distribute Smokers Choice
tobacco pastilles. This information
supercedes that carried last week
(p1008). *A.H. Robins Co Ltd. Tel:
0293 560161.*

4 OUT OF 5 PEOPLE
OVER 40 NEED READING GLASSES

YOU TOO CAN NOW SELL READYSPEX READING GLASSES

SINCE 1st APRIL '89 ANY RETAILER CAN
NOW SELL READYMADE READING GLASSES
WITHOUT PRESCRIPTION

**A PROVEN WINNER
WITH ALREADY OVER
1000 STOCKISTS**

READYSPEX

HALF EYES £2.99 FASHION FRAMES £4.99
FRAMED HALF EYES £5.99 FASHION FRAMES WITH BRITISH LENSES £9.99 

READYSPEX

READING GLASSES ARE A GUARANTEED
QUALITY PRODUCT BY CROWN EYEGLASS plc
& ARE AVAILABLE IN 9 STRENGTHS WHICH
SELL FROM AN ATTRACTIVE CAROUSEL.

*Send for your
Starter Pack
NOW including
FREE
CAROUSEL*

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R'spex £2.99	9	1.70	15.30	26.91
R'spex £4.99	18	2.20	39.60	89.82
R'spex £5.99	9	2.75	24.75	53.91
R'spex £9.99	18	5.00	90.00	179.82
Cases (1/2 eye)	10	.25	2.50	5.00
Cases (full-size)	20	.35	7.00	15.00
Cords	10	.25	2.50	5.00
			<u>181.65</u>	<u>375.46</u>

**TOTAL COST OF STARTER PACK
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Credit card holders call 0254 680010
(24 hr. ans. mach.). Please quote your
name, address, credit card no. and
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starter packs required and this
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Please send me..... READYSPEX starter packs. I enclose cheque for £208.90 (inc. V.A.T.) for
each pack payable to Readyspex Ltd., or please debit my Access or Visa Account.

No. Card Expiry Date Month Year

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Card Holders Address _____ Delivery Address _____
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SEND TO: READYSPEX LTD, GLENFIELD PARK, NORTHROP AVENUE, BLACKBURN BB1 5QF (Maximum delivery 28 days)
FOR OFFICE USE ONLY

Date Received _____ Customer Quote _____ C D 6



Just the ticket for kids, from Oral B

Oral B are adding toothbrushes featuring Walt Disney characters Mickey Mouse, Minnie Mouse, Pluto and Donald Duck to their range of children's toothbrushes.

The four brushes, retailing at £1.09 each, are designed to appeal to primary school children and come in packs that fit into regular Oral B merchandisers, says the company. Each toothbrush incorporates features of professional toothbrushes — compact head with densely packed, fine nylon filaments.

A cinema ticket promotion runs in conjunction with the launch. Vouchers redeemable at Odeon and Cannon cinemas, are

available with three proofs of purchase from Disney and Bugs Bunny ranges. The offer closes on December 31.

This month also sees Oral B Plus toothbrushes in new look packs featuring fresh colours and graphics, and including the grey stripes of the Oral B corporate livery and a description of the brush size detailed on a gold background at the top of the pack. Larger display windows are designed to allow easier identification of head size. A £1 cashback promotion redeemable against two proofs of purchase. *Oral B Laboratories Ltd. Tel: 0296 432601.*

Braun's £5m

Braun are to spend £5m on hair and personal care products, including four major television campaigns and three print campaigns, with £2m on men's shavers. The £1.7m television campaign for men's shavers will start early in November and run through to the end of December.

Ladies shavers will be promoted with a £700,000 national television campaign for Braun's new Silk-Epil plus £¼m Press advertising for Lady Style shavers. Braun's brand-leading Independent 2000 gas curler will also be on television with a new £1m commercial.

The company's Silencio hairdryers range will have a £350,000 Press campaign featuring the PFV1600.

Oral care too will go on television nationally in December with a £500,000 campaign with a commercial which highlights the fact that its rechargeable toothbrush is the one "most recommended by dentists". *Braun Electric (UK) Ltd. Tel: 093 27 85611.*

Unichem July offers

During July, Unichem are offering discounts on Colgate, Lil-lets, Flex shampoo and conditioner and Immac.

They are also offering SMA baby milk.

On buying ten cases of either White or Gold* Cap SMA, members will be given a free sports umbrella; for 20 cases a free barbecue; and on 30 cases a free hiker packaway. *Unichem. Tel: 01-391 2323*

Evian spray

Sessu customers are being offered a free Evian spray by Jica Beauty Products to cool and soothe their skin after using Sessu to remove superfluous hair on the face or body.

The spray is valued at £1.95 and the offer is limited to the 200g size of Sessu only. *Jica Beauty Products Ltd. Tel: 01-979 7261.*

Innoxa "go greener"

Innoxa are reinforcing the fact that their products are hypo-allergenic, environmentally friendly, and have an established "non-animal testing" policy through a national advertising campaign, full trade support activities and new packaging design. The changes will take place from August.

Innoxa's new compact, range of colour cosmetics has the overall title of "Classic Colours", and replaces the old standard range. The new range is divided into two identifiable collections: the Country collection and the City collection. There is a choice of eight lipsticks, four nail enamels, six eye shadows, two blushers, four mascaras, four eye pencils and two lip pencils.

Innoxa have also modified their skin ranges to reflect their belief that 41 per cent of today's women claim to have sensitive skin. The three new skin types are: sensitive/normal, sensitive/dry and sensitive/oily, and they have produced new merchandising units to display the new ranges of both skin care and cosmetics. *Innoxa (England) Ltd. Tel: 0323 641244.*

Burst for Pure & Simple

A second national burst of the Pure & Simple TV commercial runs during July and August. Two commercials featuring the new haircare and bodycare ranges will make their first appearance.

Beecham say the campaign will reach over 90 per cent of the target 25 times on average. *Beecham Skin Care Laboratories. Tel: 01-560 5151.*

TCP on TV

Next week sees the start of the next burst of national television advertising for TCP in this year's £2m campaign for the range.

The commercials run until mid-August and continue the theme encouraging use "for any little emergency". Suppliers *Chemist Brokers, division of Food Brokers Ltd. Tel: 0705 219900.*

Sterling Health's Lenium shampoo will be available in trial sachets during July and August for 25p. A special dispensing tower has been designed to hold the sachets and can be obtained from *Sterling Health. Tel: 0483 65599.*

LRC relaunch diaphragms



LRC are relaunching their range of Durex diaphragms and spermicides this month with a number of new features.

Brand new packaging with a modern floral design will be introduced throughout the range which consists of Durex's new "satin-finished" flat spring diaphragm, the arcing diaphragm, and Duragel and Duracreme. Both diaphragms will also feature a new white hexagonal compact case.

LRC say the diaphragm is used

by over 200,000 women in Great Britain, with the flat spring diaphragm the most popular. The arcing diaphragm is designed for those women who may experience some difficulty with insertion and for women who have a posterior facing cervix. Durex Duragel, a clear gel, and Durex Duracreme, a white cream, are nonoxynol-containing spermicides designed for use with the diaphragm. *LRC Products Ltd. Tel: 01-527 2377.*

WHILE OUR SALES MAY GO THROUGH THE ROOF, OUR SPRAYS WON'T GO THROUGH THE SKY.

Elida Gibbs aerosols are now ozone friendly.

Because over the last 18 months, we've become more and more concerned about our environment. So too have your customers.

They also want to do the right thing and are starting to ask in shops for aerosols which are not damaging to the ozone layer.

When they do, you can reassure them that all Elida Gibbs aerosol cans are now manufactured ozone friendly. So when you see our motto 'caring for health and beauty,' you know it includes our environment too.



ELIDA GIBBS: CARING FOR HEALTH AND BEAUTY.

Recommend the **Aller-eze** There's no faster

FAST ACT

Aller-eze Elixir
LONG LASTING ALLERGY RELIEF

FOR CHILDREN 3-12 YEARS

Aller-eze 10 TABLETS
LONG LASTING ALLERGY RELIEF

Aller-eze
LONG LASTING ALLERGY RELIEF

FAST ACTING RELIEF FROM

- HAY FEVER SYMPTOMS
- ITCHY WATERY EYES
- INSECT BITES AND SKIN ALLERGIES

RELIEF WITHOUT DROWSINESS FOR 90% OF USER

LONG LAS

Aller-eze **PRESENTATION:** Tablets, each tablet contains 1.34mg clemastine hydrogen fumarate USP equivalent to 1mg clemastine base. Elixir, each 5ml contains clemastine hydrogen fumarate equivalent to 500 micrograms clemastine base. **USES:** Principal Action: Clemastine is a potent, and long-acting antihistamine. **Indications:** Allergic rhinitis, including hay fever, perennial rhinitis and vasomotor rhinitis. Dermatoses, including pruritus, atopic eczema, contact dermatitis and other allergic dermatoses. Urticaria. Angioneurotic oedema. Drug allergy. **RECOMMENDED DOSE:** Tablets: Adults and children over 12 years: 1 tablet night and morning. Children 3-6 years: ½ tablet night and morning, 7-12 years: ½-1 tablet night and morning. Tablets should be taken with water before meals. Elixir: children 3-6 years: 5 ml syrup before breakfast and at bedtime, 7-12 years: 7½ ml syrup before breakfast and at bedtime. Adults and children over 12 years: two 5 ml spoonfuls night and morning. Children receiving this product should be carefully supervised to avoid accidental mishap. **CONTRA-INDICATIONS, WARNINGS:** Precautions: As with other antihistamines, patients should be warned not to drive a vehicle or operate machinery until the effect of Aller-eze treatment is determined.

Aller-eze may potentiate the effects of sedatives and alcohol. This product should not be given to pregnant or lactating women without their doctor's consent. Patients currently taking prescribed medicines should be advised to consult their doctor before taking Aller-eze. **Side Effects:** Aller-eze does not cause drowsiness for 90% of use. In those few cases where it does occur it is usually mild and transient and lessens or disappears after two to three days. **PHARMACEUTICAL PRECAUTIONS:** Keep in a cool, dry place. Protect tablets from light. **LEGAL CATEGORY:** P. **PRODUCT LICENCE NUMBER:** Tablets: 0255/0016. Elixir: 0255/0018.

Aller-eze Plus **PRESENTATION:** Tablets: each tablet contains 670 micrograms clemastine hydrogen fumarate USP equivalent to 500 micrograms clemastine base plus 25mg phenylpropanolamine hydrochloride BP. **USES:** Principal Action: Clemastine combined with the decongestant phenylpropanolamine. **Indications:** Effective relief of nasal and sinus congestion, hay fever and other allergy symptoms. **RECOMMENDED DOSE:** Adults: One tablet every

ze range.
elief.

ALLERGY RELIEF

12 TABLETS
CONGESTANT
Plus
DECONGESTANT
RELIEF FROM
ALL AND SINUS
GESTION
FEVER AND OTHER
RGY SYMPTOMS
SS FOR 90% OF USERS

s. Maximum of 4 tablets per day Do not exceed stated dose Children Not recommended
CONTRA-INDICATIONS, WARNINGS: Precautions As for Aller eze Tablets **NOTE:** As with other products
aining phenylpropanolamine, Aller eze Plus should not be taken by patients receiving antihypertensive agents.
ithin two weeks of taking M A O I's. Caution is also indicated in patients with heart disease, narrow angle
coma, stenosing peptic ulcer, pyloroduodenal obstruction symptomatic prostatic hypertrophy, bladder neck
ruction, diabetes mellitus and uncontrolled hyperthyroidism Patients currently taking prescribed medicines,
cularly for the conditions listed above, should be advised to consult their doctor before taking Aller eze Plus
Effects: With Aller eze Plus at normal dosage, drowsiness is seldom experienced and if it does occur it is
lly mild and transient and often this effect lessens or disappears after the first few tablets
PHARMACEUTICAL PRECAUTIONS: Keep in a cool, dry place. Protect tablets from light **LEGAL CATEGORY:**
PRODUCT LICENCE NUMBER: 0255/0019 **PRODUCT LICENCE HOLDER:** Intercare Products Limited
ingham, Berks

Fast and long-lasting

Clinical studies show clemastine to be fast acting,
on average taking 30 minutes for onset of action
and a long duration of action averaging
10-12 hours.

High efficacy with lack of drowsiness

Published clinical studies in 10,000 patients showed
the antihistaminic effect of clemastine to have a
high efficacy rate of 84% and in only 8.5% of
patients was any incidence of drowsiness reported.
If it does occur, it is usually mild and transient.

Wide allergy relief range

Aller•eze for streaming hay fever, insect bites, stings
and allergic reactions.

Aller•eze Plus for congested hay fever and summer
colds.

Aller•eze Elixir, peach flavoured and sugar free,
specially for children over 3 years old.

£700,000 National T.V. campaign

Throughout the hay fever season a new television
commercial will be aired nationally, reaching over
70% of all adults on an average of five times.

There will also be attractive bonuses available from
your wholesaler or Intercare representative to help
maximise your hay fever profits.

Make sure you display
the **Aller•eze P.O.S.**
material to maximise your
hayfever sales



Aller•eze

Fast acting, long-lasting
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Scholl



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AVAILABLE ON NHS PRESCRIPTION

If the Queen did it...

Tanya Turton, NPA public relations officer, explains how she was inspired to plan the recent nationwide campaign against headlice. With a strict budget and an unappealing subject it was an uphill battle...

If one evening "Her Majesty appeared on television, the trumpets sounded, and the royal lotion was lifted onto the royal head...and all the country followed suit...next day there wouldn't be a single head louse left!"

This comment, from Dr John Maunder, director, Medical Entomology Centre, at the University of Cambridge, in a BBC interview, was the inspiration behind the National Pharmaceutical Association's headlice campaign.

"It fired my imagination," says NPA's public relations officer Tanya Turton. "This would be a PR campaign on a subject that would be of use to the public — philanthropic action on the part of pharmacists, as the 'sales' angle was definitely not one that could be considered a 'selling point'."

To find out if such a campaign would have members' support sent the NPA sent a questionnaire to a random sample. Many were enthusiastic and some were willing to pay towards the campaign. Some added slogans as such "souse the louse" and "a search a day keeps lice at bay."

Mrs Turton was then thoroughly briefed by Dr Maunder about the headlice situation in the UK and how to go about organising a campaign.

The Health Education Authority was approached for help, but said there was "no money for head lice this year". Ironically, the NPA has since had requests from health information units, as they are now called, for its leaflets!

Letters seeking financial support were sent to manufacturers. The four who supply anti-lice products were the first to be asked and all refused to help, but International Laboratories offered 25 copies of a new video, "Let's lose lice", produced by the Royal Society of Medicine and sponsored by the company.

"We then wrote to about 30 of the largest charities involved with health matters and some 50 pharmaceutical manufacturers," explains Mrs Turton. "Except for one manufacturer who sent £250 (Wyeth) all said no."

Tim Astill, director, then proposed that the NPA finance it, as our sample of members had been so enthusiastic, and the PR sub-committee agreed.

The next step was to find out which of the two insecticides were used in the different districts. The NPA asked for rotation information from district pharmaceutical officers, and their equivalent in Scotland. *Chemist & Druggist* and the *Pharmaceutical Journal* printed the list and amended a few of the entries. So, for the first time in several years, an official rotation list existed.

"Because of the many fallacies surrounding head lice, it was decided that the proper beginning would be a seminar," Mrs

Turton continues. "Dr Maunder and Christine Roberts, the nurse attached to the Medical Entomology Centre, gave an excellent in-depth exposition on head lice at the RSM in London on March 2."

"By then, the main message of the campaign had crystallised: 'Head lice love clean adults'. The word 'clean' would help eliminate the stigma attached to the problem and 'adults' would help correct the misconception that children were predominantly the carriers. The important points of prevention and treatment were also included."

After NPA members were informed of the campaign details, it was time to stimulate media coverage.

Mrs Turton explains: "In November 1988 I had written to Esther Rantzen, as a head louse hunt on her show would have achieved our goal of eliminating the stigma of lice in one evening. I also wrote to 'Blue Peter' to organise a children's competition. Both refused, although after three letters and innumerable telephone calls our material had been promoted to the 'maybe' file by the Rantzen team."

On March 14 Tim Astill and John Maunder

NPA PR officer
Tanya Turton

Dispelling the stigma of lice

The week-end, a major initiative by the National Pharmaceutical Association on the timely subject of head lice. On the day of it there is a world of difference, say, between having a head of substance and being head lice.

Coming clean about an itchy problem

Head lice are a common problem, but many people are embarrassed to talk about them. The NPA is launching a campaign to help people come clean about their itchy problem.

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were interviewed by Universal News Services (UNS) and the tape sent by UNS to some 40 radio stations throughout the UK.

Other national radio and TV shows were also approached. "It was very intensive work," she recalls. "You talked to one person, for example on TV-am — 'Yes please, send us all the Press releases and background material — so we did. After a few days we would follow up and there would be someone else. 'No, we have not got the material, could you fax it over?' And so it went."

"But we were successful. We did achieve some good national coverage. Dr Maunders was interviewed on Radio Wales, LBC (broadcast nationally) and on 'You and Yours'. The campaign was mentioned on the Jimmy Young programme and Mary Allen, head of NPA information services, talked to the British Forces Broadcasting services twice. 'Punters' also carried an interview on the campaign. Tim Astill was on LBC early one Saturday morning.

'Streetwise', a television programme, which is repeated twice, featured Dr John Tuke, a Suffolk doctor who had organised an anti-louse campaign some time ago. I had briefed him about the campaign and he mentioned pharmacists and the NPA several times.

"The next step was to organise a Press conference. With such a subject, considered repulsive by many people, it was quite a challenge to find a personality to liven proceedings and to attract more coverage. The prime candidate was, regrettably, unapproachable. A few words from the Princess of Wales as a 'sufferer's' mother would have guaranteed a really successful campaign! Her son William had to have his hair checked last February as there were head lice

at his 'posh £780 a-term school' (as reported in a front-page headline in *The Sun*.)

The Press launch

Eventually a Press conference was held at the Hotel Russell, London, on March 31. Tim Astill explained why the NPA and pharmacists were involved in this campaign. Barbara Kelly, a radio personality and one of the original cast of 'What's my line?', described how, as a young mother of 18, she found her baby son had head lice and she had no-one to turn to. Finally, John Maunders gave the scientific and medical aspects of pediculosis.

All pharmacies on the Family Healthcare list (about 12,000) plus 800 hospital pharmacies received 40 'Head lice love clean adults' leaflets and a poster each. In addition, International Laboratories had provided a background brochure for all NPA members. The April *Supplement* urged members to take an active part. Other healthcare professionals were informed of what was happening. Press releases were sent to some 18,000 newspapers and 80 local radio stations. NPA spokesmen and the Royal Pharmaceutical Society's PR officers also received the Press releases and background information. 3,000 schools were each sent a leaflet for photocopying and a covering letter explaining the campaign.

"The next four weeks were bedlam," Mrs Turton remembers. "The telephone did not stop ringing. At least 500 calls all dealing with head lice were received in the department. There were requests for more leaflets from members for themselves and for schools, from school nurses, from school heads, from district health authorities and clinics. Half a million leaflets were distributed

a reprint of 50,000 more ordered.

"There were also requests for additional information. 'What do you mean that head lice are racist?' 'Carbaryl does not seem to work here. Could we not recommend malathion?' 'The parents in our area are up in arms because the nit nurse no longer examines heads. What can we do?'

"The most time consuming requests were those from newspapers and, particularly, radio stations for someone to interview. Sometimes ten or more telephone calls were required before we tracked down a member who was confident enough and able to arrange for a locum at that particular time."

Almost 30 stations covered the subject in interviews and 'phone ins'. There was also a huge amount of Press coverage, roughly estimated at over 1,800 column inches with items appearing in just under 200 papers.

The 25 videos from International had been used by NPA members to give talks to various groups. "The most spectacular use of this video was when it was run non-stop in Torpoint, Cornwall. NPA member, David Stolton, had organised a 'Hunt the louse' day on the last weekend of the campaign. He managed to rope in the local MP, Richard Hicks, to have his head examined by nurses who had volunteered to be on the search-the-lice rota. The local coverage was excellent."

The PR sub-committee had allocated £16,000 for the whole project. The cost came to £200 over that amount. "Considering it in retrospect, this campaign could be one of the most cost-effective PR exercises ever undertaken by the NPA," she believes.

"In PR terms this campaign has built a positive image of the NPA and its members, and has achieved much greater success than we had imagined possible."



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We're running a £5 million TV. campaign and 60% of households (that's 12 million) will receive a free sample during July and October.

With that kind of support, you can be sure Wash & Go won't be left on any shelf.

Male grooming leads Summer growth in toiletries with 'considerable activity' forecast

With the current fine weather providing a useful impetus to the toiletries market, AGB are predicting this could be the year when male grooming becomes established as a market sector in its own right. However, a retrospective look at the OTC medicines market shows the cough treatments market has had an unhappy Winter

The fine weather seems set to make the May-June period a buoyant time for the toiletries sector, with sales of suntan products, deodorants and shower products benefiting from the sunshine. After a sluggish start to the year, with growth in defined and bathroom toiletries barely keeping pace with inflation, AGB estimate growth could rise to 10 per cent in the current period.

Additional factors helping boost the market are the declining influence of the "ozone factor" as CFC-free stock becomes widely available, and a substantial amount of television advertising for toiletry products.

March-April figures show a strong growth in sterling sales by independent chemists, up 13 per cent compared to a rise in total market of only 5 per cent. And in spite of good annual figures recently released, AGB say Boots are just holding share year on year.

The relatively strong sales in independent chemists are put down to the fact that the medium to high priced lines which tend to sell well through such outlets have survived the first quarter better than the mass market brands. This is especially true in the haircare market where growth is up 25 per cent, well above other sectors.

Male grooming is predicted to be this year's up and coming

sector. Insignia and Old Spice are currently the brand leaders, the former now beginning to show as an individual brand in the haircare market. Male purchase of toiletries has been growing steadily for some time and is now up to 20 per cent of sales. With male purchase almost entirely for own use (as opposed to family purchases made by women), the area is seen by manufacturers as one of considerable potential.

AGB predict considerable activity in the male grooming market this year, with a number of new launches. L'Oreal, for example, have a stylish, extensive men's haircare range abroad including conditioners and styling aids, which may well typify the direction manufacturers will approach the market from. It is interesting to see that Beecham are currently promoting their Brylcreem Black men's range in what is usually considered the off season for such products.

On the medicine counter

The vitamins and supplements market is fast outstripping its nearest rival (analgesics) as the largest OTC market. Sales were up 31 per cent in the year to April and have reached £132m, over £10m a month. Chemists take a lion's share of the market at 57.9 per cent, split almost equally between Boots and independents.

Both are seeing strong sales growth, but that in independents is over 40 per cent.

This sort of growth puts in on a par with the grocery sector, but here the high figure of 56 per cent is more a reflection of increased stocking and consumer purchase from a very low base 18 months or so ago.

Market split (Sterling sales) for the year to April

Multivitamins	40 per cent
Single vitamins	17 per cent
Supplements	43 per cent

The supplements market may be underestimated, say AGB, as the market here, with a large number of brands going through a diverse range of outlets, is very fragmented.

Sanatogen still stands out as the leading vitamin brand but is coming under a lot of pressure from Seven Seas and own label, particularly in the drug store and grocery sectors.

Chemists dominate the cough treatments market taking an 82 per cent share. However, the market has not had a good Winter, with chemist sales declining 3 per cent compared to 1 per cent in the total market. This is mainly due to falling sales of liquid preparations. Of the Pharmacy lines, Benylin held its own but Actifed did not. Sales of Sudafed were up. The strong growth of the grocery sector is due to increasing sales of

TOTAL PERSONAL CARE MARKET MARKET & SECTOR TRENDS — VALUE

Total market (£m)	2225.5	2310.5	+ 4	356.7	384.3	391.8	366.1	455.4	339.9	372.9	+ 5
	£m						£m				
Cosmetics & defined											
skincare	392.8	384.1	-2	68.5	65.3	58.1	62.6	77.2	53.9	67.0	-2
Fragrances	378.3	371.1	-2	48.4	48.7	59.4	56.9	117.6	40.9	47.6	-2
Haircare	454.1	485.0	+7	79.8	83.3	83.3	76.9	77.8	80.2	83.5	+5
Bathroom toiletries	608.6	650.9	+7	93.9	117.3	119.9	101.8	117.6	93.9	100.4	+7
Hard toiletries	201.0	212.5	+6	31.5	36.3	36.3	35.2	32.5	35.3	36.9	+17
Oral care	190.7	206.9	+8	34.6	33.4	34.7	32.8	32.7	35.8	37.5	+8
12 M/E	M/A	M/A	%	M/A	M/J	J/A	S/O	N/D	J/F	M/A	
	88	89	change	88					89		

pastille and lozenge products, for example Strepsils and TCP pastilles. Boots' share of the cough market has held up better than independents which have seen a 5 per cent decline.

In the indigestion market stomach upset remedies (Resolve, Andrews, Alka Seltzer etc) take 18 per cent of sales. Growth in this area has been balanced by activity among the antacid products such as Rennie's and Tums. Again, tablet formulations are performing much better than liquids, accounting for the strong performance in groceries. It remains to be seen whether the current concerns over aluminium will adversely affect the market.

Although chemists take a smaller section of the cold treatments market (69 per cent during March-April) than coughs, sales grew by 19 per cent last year in a buoyant market that showed both sterling (15 per cent) and unit growth. Growth came mainly at the expense of Superdrug who were largely responsible for the 10 per cent decline in the drug store sector.

Product recommendation remains an important consideration in the OTC market, say AGB. It is very high and monitoring consistently shows people go to an outlet where they can get advice when they are ill and seeking medication.

TOTAL PERSONAL CARE MARKET TRADE SECTOR SHARES — TOTAL INDUSTRY

Total market £m	2226	2311	+4	357	384	392	366	455	340	373
	% value						% value			
Total chemists	36.8	36.3	+2	34.6	35.9	35.7	35.5	37.6	37.4	35.7
Total drug stores (incl Woolworth)	12.4	11.9	-1	13.2	12.8	12.8	11.8	10.2	12.2	11.7
Multiple grocers	20.3	22.2	+14	22.8	21.7	21.9	23.5	18.3	25.0	24.0
Other grocers	4.9	4.8	+2	6.3	5.1	5.1	5.0	3.7	5.0	5.1
Department stores	9.8	8.3	-12	8.0	7.6	7.0	8.4	11.2	7.1	7.5
Other outlets	15.8	16.5	+8	15.1	16.9	17.5	15.8	19.0	13.3	14.7
12 M/E	M/A	M/A	%	M/A	M/J	J/A	S/O	N/D	J/F	M/A
	88	89	change	88					89	

TRADE SECTOR SHARES — TOTAL OTC MEDICINES

Total market £m	216.5	230.0	+6	38.6	33.2	31.6	33.6	49.1	45.1	37.3
Analgesics (incl liquids)	91.4	99.6	+9	16.8	16.4	15.6	15.4	18.3	17.4	16.5
Cold treatments	34.7	39.9	+15	6.6	4.4	4.2	5.5	10.0	9.6	6.1
Cough treatments	54.8	54.1	-1	9.7	6.6	5.5	7.6	13.8	12.1	8.6
Indigestion remedies	35.6	36.4	+2	5.5	5.7	6.4	5.1	7.0	6.0	6.2
12 M/E	M/A	M/A	%	M/A	M/J	J/A	S/O	N/D	J/F	M/A
	88	89	change	88					89	

TRADE SECTOR SHARES — TOTAL OTC MEDICINES

Total market £m	216.5	230.0	+6	38.6	33.2	31.6	33.6	49.1	45.1	37.3
	% value						% value			
Total chemists	72.7	72.2	+6	71.3	72.8	69.5	70.8	74.6	72.3	72.0
Total drug stores (incl Woolworth)	5.6	5.1	-4	5.1	6.6	7.0	4.8	4.0	4.0	5.3
Total grocers	18.4	19.6	+13	20.2	17.8	19.5	21.5	18.6	20.8	19.5
Others	3.3	3.1	N/C	3.4	2.8	4.0	2.9	2.8	2.9	3.2
12 M/E	M/A	M/A	%	M/A	M/J	J/A	S/O	N/D	J/F	M/A
	88	89	change	88					89	

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AUSTRALIAN NOTEBOOK



Professor Robert Parfitt and his wife Judith highlight the problems related to cost-cutting under the Prescription Benefits Scheme

At least once a year the Federal Government uses the Australian Prescription Benefits Scheme (PBS) either as a means of "educating" medical practitioners in "more responsible" (meaning less costly) prescribing habits, or as a means of modulating the income of pharmacists.

Clearly the Government is in a fix. On the one hand, the considerable subsidy it affords the PBS creates a buffer for the Australian public against the rising costs of healthcare. On the other hand, every now and then the Department of Health attempts to reduce overall PBS costs by deleting a clutch of more highly-priced proprietary brands from the subsidy list. Invariably this action brings howls of protest from a confused public, pharmacists and GPs.

On April 1, 12 commonly-prescribed medicines were dropped from the PBS on the grounds that lower-cost, "effective equivalents" are available.

Pharmaceutical companies were given the option, which some rejected, of cutting the price of their out-of-patent products by 10 to 25 per cent. The choice arises from an earlier government edict that, for patent-lapsed drugs, proprietary brands may be priced only 20 cents (about 10 pence) higher than equivalent generics. It seems that the manufacturers of some 63 products have acceded to government demands.

Brands withdrawn from PBS include Lasix, Sinequan, Daonil, Inderal and Stelazine. The elderly use a fair amount of these products, and it is estimated that about half a million pensioners are likely either to change from their usual brand of medication or face a substantial hike in prescription costs.

The Hawke Government may have miscalculated badly here, as "Greypower" becomes a significant political force in Australia, demonstrated in the recent Western Australian State elections.

Compounding the PBS pricing squeeze on manufacturers is a number of other recent impositions. From July 1, 1988, there was an increase in the maximum quantity per script and again, from August, GPs must get permission from the Department of Community Services and Health before they can prescribe many more expensive products.

The payer of the piper is certainly calling the tune!

Pharmacists' remuneration

Government pressure to persuade GPs and patients to accept cheaper generic products is having an unhealthy spin-off for community pharmacists. Because the price mark-up on generics is lower than on proprietaries, they can expect a further income drop.

Added to this comes the ruling of the Pharmaceutical Benefits

Remuneration Tribunal (PBRT) on January 27 to remove a further 10 cent slice from the payment on each dispensed item. Incongruously, it was the mark-up

factor which led the PBRT to its conclusion. It claimed that the use of higher priced PBS items was giving pharmacists "windfall profits".

There is growing anger among general practice pharmacists over the repeated attacks being made upon their remuneration. The Federal Government, meanwhile, absolves itself of blame by saying that an "independent" tribunal (PBRT) is responsible for the pay judgments.

The average loss of income to pharmacists from this reduction in the misleadingly-named "dispensing fee" is \$2,500 per annum, with some pharmacists losing as much as \$5,000 annually. A loss of this size may drive many rural pharmacists out of business. It's easy to imagine the serious disadvantage this loss of rural pharmacies is likely to cause country-dwellers in a state such as Western Australia (a region the size of Western Europe with a population of little more than that of Birmingham).

The PBS is long overdue for overhaul. It burdens pharmacists and doctors with mountains of paper-work, confuses patients with on-again, off-again medicines, and is being misused by politicians and bureaucrats as a control mechanism for pharmacists' remuneration.

The profession is demanding a true fee for professional services rendered not a government-set margin on prescribed products masquerading as a fee.

Tasty bite!

Life is certainly not dull for hospital information pharmacists in Australia.

A couple of months ago in Perth, an information pharmacist was asked if eating a huntsman spider was dangerous. Apparently, two six-year-old boys working on their Aussie macho image dared each other to eat sandwiches with first one, then two of these large furry delicacies as filling.

The common huntsman spider is quite a large creature, found widely across the country. Although it can inflict a painful bite, its venom is harmless to humans. In a sandwich it would be no match for a small boy's digestive juices!

Professor Robert Parfitt is deputy vice-chancellor (research) at the University of Western Australia, Perth. His wife Judith is a hospital pharmacist.

BUSINESS NEWS

Hay fever boom on the horizon

Good weather through to the end of the month should be enough to ensure a bumper year for sales of hay fever remedies.

Manufacturers speaking to *C&D* this week said the high pollen counts started early this year — around the end of May — and sales are running, on average, about 15-20 per cent up on 1988.

This month's weather is now seen as the determining factor on how good sales figures are for the Summer. Some notes of caution are being sounded, however, because the season also started early last year only to drop off in July when it started to rain.

A spokesman for Intercare's Aller-eze summed up the general feeling by saying: "We're definitely ahead of this time last year and much depends on what happens next with the weather. July has the potential to produce a real boom in sales but there are many determining factors for pollen counts, like local weather conditions, so we'll have to wait and see. We think the early indications are encouraging."

He says most people in the industry think that about one in every 10 people suffer from hay fever and start buying remedies when the pollen count goes over 50.

Mediterranean conditions over the last seven weeks, the mild winter, and the spread of the pollen-rich agricultural crop rape (responsible for fields of yellow by many motorways) are thought to have pushed the pollen counts up. One of the highest so far has come in Preston where a count of 900 was recorded.

New Unichem scheme offers 2.46m shares

Unichem's proposals to replace the outlawed share scheme were published this week.

The proposals — dubbed "plan B" by chief executive Peter Dodd — mean 2.46 million shares will be offered exclusively to members, assuming next year's vote is in favour of flotation.

About 23 per cent of these extra shares will be offered on the basis of Unichem's original scheme as the ban imposed by seven weeks ago by the Monopolies and Mergers Commission had no retrospective clause. Members will be able to buy shares at £1 each in proportion to their purchases from January 1 to May 17 this year.

The bulk of the shares — 1.9 million — will be offered in a rights issue after conversion to a plc and also at £1 each.

The key to the success of Unichem's plans to increase business — and raise something like £1.9m of capital on the Stock Exchange — rests with the attractiveness of the shares to members. Stockbrokers UBS Phillips & Drew have revised their valuation of Unichem and say they are now worth £110m compared with an initial forecast of £84m some 18 months ago.

P&D also say that if Unichem were a public company today then their shares would be worth £22 each. This figure does not account for the dilution that would occur with the issue of £1.9 million extra shares.

Spokesperson Marion Burton told *C&D*: "Unichem's value on flotation will depend on stockmarket conditions at the time and Unichem's track

record." She said the flotation will probably go ahead next Summer.

Unichem's message to members follows the logic that the more business they place with the society, the better its trading record, the higher the likely value placed on flotation, and ultimately, the higher value of the shares.

Once Unichem have converted to a plc then members will "own" their shares, ie they could not be taken back by the society if minimum purchase levels were not maintained, and the shares then could be sold on the open market.

The package of information sent to members this week includes details of revised trading terms. There is a new 10 per cent top level on the monthly medical profit share.

For accounts spending the minimum £3,000 to £5,000, members will get 1pc on the lowest level of purchasing permitted and 4pc on spending over £3,000 and up to £5,000.

For those members in the higher monthly spending band of £5,000+, medical purchases on the first £3,000 will attract a share of 3pc. Purchases from £3,000 to £10,000 will attract a share of 8pc, and the share rises to 10pc with spending of £10,000+. In addition the annual profit share of 1.5pc will be allocated on all medical purchases placed through "approved" computer ordering systems. OTC terms are unchanged. Neither Macarthy chairman Nicholas Ward or AAH director Bill Revell had had a chance to study the details of Unichem's new proposals as *C&D* went to press.

Rimmel goes to Unilever in £78m deal

Unilever have agreed a £78m deal to buy Rimmel International and a German sister company, Chicogo, from Schering-Plough.

The acquisition is expected to be completed in the third quarter of the year and takes Sensiq, Ultra Colour and Maybelline to the Anglo-Dutch concern.

Unilever's personal products director Michael Perry says: "The purchase will significantly enhance Unilever's position in the European colour cosmetics market, lifting it to second place in value terms." He added that the acquisitions give the company the "critical mass" necessary to provide a base from which new markets can be hit.

Unilever had made no secret of their desire to expand their personal products business and recently pulled out of a deal to buy Elizabeth Arden and Faberge from the Riklis Corp when the price went up during negotiations. The Rimmel products will join Chesebrough-Pond's in the Unilever portfolio.

Schering put Rimmel on the market two months ago (*C&D* 22 April p692), saying they were divesting all European interests.

BRIEF

Thomas Kerfoot & Co's full year results (*C&D* story last week) to March 31 should have stated that the turnover and operating comparisons were being made against a 15 month period. On a pro-rata basis turnover is up 2.6pc to £16.9m and operating profits by 14.5pc to £548,660.

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Mary Chess joins MG

Mary Chess Ltd, the Mayfair-based perfume house, were acquired by the MG Group last week. No details of the price are being released.

The Chess portfolio, which includes Tapestry, White Lilac and Tuberosa, joins MG's range of pot pourris — recently purchased from Taylor of London Ltd.

Mary Chess will be run as a separate company but share Taylor's sales force.

L'Oreal restructure

L'Oreal are moving Giorgio Armani perfums business to their Prestige & Collections (UK) Ltd, as part of a series of organisational changes being made within the group.

The Prestige division, which features Anais Anais, gets the business from Helena Rubinstein which was acquired by L'Oreal last year. However, Helena Rubinstein consultants will continue to sell through the Armani fragrances.

Other changes include the shift of the Biotherm UK operation, formerly a division of Golden Ltd, to Parim Ltd, effective today.

Retail facts book

The "Retail pocket book", published this week, provides a picture of diversity, concentration and change in Britain's retail trade, covering almost every aspect of this sector, encompassing more than 300,000 outlets.

Graphs and tables are arranged in an easy-to-use format, with the statistics divided into sections including: The overall retail picture; statistics from Nielsen databases relating to each specific retail sector including pharmacies; the principal retail enterprises showing who owns whom; the top ten retailers and retailer profiles as well as information from cooperatives to convenience stores.

Jointly produced by Nielsen Marketing Research, and NTC Publications Ltd, the Pocket Book is available from NTC Publications Ltd. Tel: 0491 574671. Price £12.50.

MMC look at Rhône

Rhône-Poulenc's proposed acquisition of bulk painkiller producer Monsanto is being investigated by the Monopolies and Mergers Commission.

If the deal goes through, Rhône would control up to 80 per cent of the market in bulk materials for aspirin painkillers.

Monsanto supply about 60pc

of the market from their plant in Ruabon, North Wales. It manufactures salicylic acid, methyl salicylate and powdered aspirin.

The MMC is asking for views on the acquisition, in writing by July 14, sent to: The Reference Secretary, MMC, New Court, 48 Carey St, London WC2A 2JT.

Seeing red over green nappies

Nappy manufacturers went to war last week over marketing claims being made about the "greenness" of some disposables on the market.

Peaudouce, who were the first to claim environmental friendliness (*Chemist & Druggist* Jan 7, p8), sparked off the row by challenging competitors to prove that chlorine-based chemicals are not used for bleaching the nappy fluff.

Peaudouce picked out Procter & Gamble's Ultra Pampers, claiming that the Ombudsman in Sweden has ordered the company to withdraw the "not chlorine-bleached" statement on Swedish packaging — on the grounds that it is misleading.

Peaudouce say rival manufacturers have hastily jumped on the green bandwagon and while some have switched to a less environmentally hazardous system of bleaching by using chlorine dioxide, the method still has serious toxic effects on living organic organisms. The company

says these can potentially enter the food chain via contaminated fish.

Procter & Gamble, angered by the Peaudouce statement, told C&D: "Consumers need have no concern about Ultra Pampers. The pulp used in the manufacturing process has been placed in the highest category by the Swedish Society for the Conservation of Nature and classified as environmentally friendly".

P&G's company spokesman Lindsay Williams says Peaudouce's statement is misleading and unscientific. He thinks that overall, Pampers are much more environmentally friendly and adds that P&G even make more efficient use of wood, in the manufacturing process.

■ The Department of the Environment published a report on dioxins and the implications for both human health and the environment. *Dioxins in the Environment* is available from HMSO, price £8.50.

Woods win export prize

Woods of Windsor is one of five companies to win the 1989 Export Award for Smaller Business.

The award is sponsored by the British Overseas Trade Board and is worth a total of £35,000, shared between the winners. The firms entering must employ less than 200 people and have export earnings exceeding £100,000 and demonstrate this to be increasing.

Exporting for Woods of Windsor started in 1975 with managing director Roger Knowles returning from the USA with orders worth £5,000. Now the company has a wholly-owned subsidiary in the States and this, together with other markets, sees their export earnings rising from near £1.5m in 1986 to almost £2.5m in 1988.

Agfa sign for mini labs

Agfa-Gevaert and Copal Co. Ltd of Tokyo, a minilab manufacturer, are planning to co-operate more closely in the international photo market, and a letter of intent to this effect has just been signed by both parties.

Agfa have been working with

Copal since 1986, selling minilabs under the Agfa trademark in some European countries and the USA. Since 1987 the two companies have extended their co-operation to include product development and production: the new deal should now be complete.

BRIEFS

Regina Health & Beauty Products plc, the distributor of royal jelly products, said this week that raw materials supplies from China are secure, despite the general government crackdown on Westerners in the wake of the pro-democracy demonstrations. A company spokesperson said: "We have already made moves to secure all jelly from sources within China, and are looking toward new market places in the Far East."

Dixons Colour Laboratories: the management buyout of the film processing division was finalised this week. The registered name of the new company is Hedley Taylor Plc., Argyle Way, Stevenage, Herts SG1 2AR.

Ciba-Geigy's UK Group Headquarters will transfer to Macclesfield in Cheshire today. The company's offices in Buckingham Gate, London, are now closed. The new address is: Hulley Road, Macclesfield, Cheshire SK10 2NX. Tel: (0625) 21933.

Astra's new antipeptic-ulcer agent Losec has been approved in Canada for the treatment of conditions requiring a reduction in gastric acid secretion (such as duodenal and gastric ulcers, reflux oesophagitis and Zollinger-Ellison Syndrome). Canada is the seventh largest pharmaceutical market in the world.

The Data Protection Registrar has issued revised versions of the eight Data Protection Guideline booklets. The new versions incorporate material previously put out as guidance notes on fair collection of personal data, access to one's own files, and exemptions. Copies are free from the Registrar's Enquiry Service, Tel: 0625 535777.

Research by consultants Segal Quince Wicksteed into the Department of Trade and Industry's Enterprise Initiative concludes that 60 per cent of firms felt better able — as a result of consultancy — to improve their management strategy. The research, announced by Lord Young last week, also shows that the scheme prompted nine out of 10 applicants who would not otherwise have sought such help to seek consultancies in key areas such as marketing and design. Some 75 per cent of firms saw the scheme as good or very good value for their share of the costs.

COMING EVENTS

Monday, July 3

Leeds Branch, NPA, The Mansion Hotel, Mansion Lane, Roundhay, Leeds LS8 2HH, at 8pm. Annual general meeting.

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ABOUT PEOPLE

EEC Pharmacy Group has new boss

The election of Belgium's Paul Baetans as the new secretary general of the European Pharmacy Group could be seen as a move to strengthen the fight for a pharmacy monopoly on medicines in Europe, says Collette McCreedy, NPA's EEC liaison secretary.

An additional benefit, which will make for significant savings for the Pharmacy Group, is that now the Pharmaceutical Society of Belgium will provide an office and administrative services free.

Delegates from each EEC country, sister organisations and other European countries, presented their annual reports, but failure to circulate these in advance effectively prevented any discussion, Mrs McCreedy says. The British delegation registered their disappointment in the minutes of the meeting and it was said that in future the reports would be available in French and/or English prior to the meeting.

The fact that Italy had still not passed legislation for the mutual recognition of pharmacists was also raised by UK delegates.

Park wins

The Park Pharmacy Trust (*Chemist & Druggist*, May 27 p942) was joint award winner in BBC1's 'It's My City', for the Victorian pharmacy exhibition and medicinal garden in Plymouth's Merchant House.

Curator Dr Robert Knight is seen here (right) in the pharmacy where an elderly lady revealed that it was 'Mr Park that cured her of a tapeworm more than 50 years ago, in that self same shop'



Lancashire pharmacist David Oultram and his wife Jean have been bitten by the travel bug after taking a camping safari holiday won in a pharmacy window display competition. Although very tiring, partly because of the 5.30am reveille and riding over rough ground which Jean likened to doing aerobics, they came back feeling more refreshed than from their usual 'flop on the beach' holiday. Apart from the thrill of seeing so many wild animals, including a herd of some 200 elephants, the couple were lucky enough to be taken to a Masai encampment where they were able to talk to one of the elders and learn something of their way of life. The competition in which David and Jean won their safari was organised by Windsor Pharmaceuticals and it seems they cannot wait for the next one which could whisk them off to Bangkok



New NPA course

The National Pharmaceutical Association was due to launch its new Medicines Counter Assistants training programme on Thursday. The course, which is designed to be used by pharmacists to train their assistants who sell medicines, will be detailed in full next week.

Student wanted

Manchester University's Pharmacy Department is looking for a student for a project investigating the attitude of community pharmacists to selling Pharmacy medicines. The project has won this year's College of Pharmacy Practice MPhil studentship.

The proposal was submitted by Mrs S. Thomas, a teacher/community practitioner, and Dr John Rees. The studentship is for one year and its value is similar to those made for Research Council studentships.

Further details are available from Dr Rees at the Department of Pharmacy, University of Manchester, M13 9PL.

APPOINTMENTS

Kent Pharmaceuticals have promoted Michael Gregory to field sales manager, with responsibility for the 15-strong sales force. The company has also recruited Avril Hallett from Carter-Wallace, as product manager for the Early Bird and Modifast ranges.

Ciba-Geigy have appointed Ian Stewart as company secretary and head of legal and communications. Nicky James is appointed to the board and becomes group services director. Bryan Kerr has been appointed group finance director.

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